

JUNE 30, 2021

Hard to believe that this is the last day of June, marking the halfway point in 2021. So, is the year half-empty or half-full? Ding, ding, ding! The unanimous and correct answer is half-full! There is definitely a sense that momentum is building in the economy as life begins to come out of the COVID imposed hibernation of the last many months. There is plenty of evidence to support this as you review the resources and articles in your assortment this week.

But first, let's take a look at the June Week 3 audience trending data in our PPM measured markets. The data are fairly consistent this week but it is important to remember as we enter into the summer months that it is a time when we do see some dip in listening levels. We will be watching for any indication of any trend in erosion but we should expect the normal seasonal fluctuations through Labor Day.

Los Angeles AQH

2020

March - 692,700
April - 455,600
May - 519,800
June - 570,700
July - 586,100 off 15.3%
August - 586,000 off 15.4%
Sept. - 570,600 off 17.6%
Oct. - 596,000 off 13.9%
Nov. - 597,400 off 13.7%
Dec. - 600,600 off 13.2%
Hol. - 563,900 off 18.5%

2021

Jan - 541,600 off 21.8%
Feb - 576,500 off 16.7%
Mar.- 606,100 off 12.5%
Apr. - 623,900 off 9.9%
May - 645,900 off 6.8%

Apr. Week 1 - 635,600 off 8.2%
Apr. Week 2 - 612,400 off 11.5%
Apr. Week 3 - 620,100 off 10.5%
Apr. Week 4 - 627,100 off 9.5%

May Week 1 - 645,400 off 6.8%
May Week 2 - 645,400 off 6.8%
May Week 3 - 637,900 off 7.9%
May Week 4 - 654,900 off 5.5%

June Week 1- 627,200 off 9.5%
June Week 2 - 667,300 off 3.7%
June Week 3 - 670,200 off 3.2%

Los Angeles Cume

2020

March - 10,611,300
April - 9,080,100
May - 9,572,200
June - 9,941,100
July - 10,089,600 off 4.9%
August - 10,029,800 off 5.4%
Sept. - 9,999,500 off 5.7%
Oct. - 10,055,100 off 5.2%
Nov. - 10,133,900 off 4.4%
Dec. - 9,955,600 off 6.1%
Hol. - 9,936,300 off 6.3%

2021

Jan. - 9,587,700 off 9.6%
Feb. - 9,717,300 off 8.4%
Mar. - 9,817,600 off 7.5%
Apr. - 10,212,500 off 3.8%
May - 10,339,100 off 2.6%

Apr. Week 1 - 10,328,400 off 2.7%
Apr. Week 2 - 10,069,400 off 5.1%
Apr. Week 3 - 10,230,100 off 3.6%
Apr. Week 4 - 10,222,300 off 3.7%

May Week 1 - 10,351,300 off 2.5%
May Week 2 - 10,385,500 off 2.1%
May Week 3 - 10,311,200 2.8%
May Week 4 - 10,308,400 off 2.9%

June Week 1 - 10,314,800 off 2.8%
June Week 2 - 10,295,700 off 3%
June Week 3 - 10,157,400 off 4.3%

Riverside/San Bernardino AQH

2020

March - 128,900
April - 96,200
May - 105,000
June - 115,100
July - 108,600 off 15.7%
August - 109,400 off 15.1%
Sept. - 102,100 off 20.7%
Oct. - 106,000 off 17.7%
Nov. - 105,600 off 18%
Dec. - 108,200 off 16%
Hol. - 95,600 off 25.8%

2021

Jan. - 91,500 off 29%
Feb. - 101,800 off 21%
Mar. - 105,800 off 17.9%
Apr. - 111,300 off 13.7%
May - 111,900 off 13.2%

Apr. Week 1 - 111,400 off 13.6%
Apr. Week 2 - 108,300 off 15.9%
Apr. Week 3 - 113,200 off 12.2%
Apr. Week 4 - 112,400 off 12.8%

May Week 1 - 114,600 off 11%
May Week 2 - 113,800 off 11.7%
May Week 3 - 108,300 off 16%
May Week 4 - 110,900 off 14%

June Week 1 - 109,500 off 15%
June Week 2 - 108,000 off 16.2%
June Week 3 - 107,200 off 16.8%

Riverside/San Bernardino Cume

2020

March - 2,012,400
April - 1,727,400
May - 1,846,500
June - 1,924,800
July - 1,968,100 off 2.2%
August - 1,948,500 off 3.1%

Sept. - 1,909,800 off 5%
Oct. - 1,891,200 off 6%
Nov. - 1,901,700 off 5.5%
Dec. - 1,920,900 off 4.5%
Hol. - 1,866,700 off 7.2%

2021

Jan. - 1,824,500 off 9.3%
Feb. - 1,941,100 off 3.5%
Mar. - 1,919,700 off 4.6%
Apr. - 1,948,200 off 3.2%
May - 1,951,300 off 3%

Apr. Week 1 - 1,935,000 off 3.8%
Apr. Week 2 - 1,919,100 off 4.6%
Apr. Week 3 - 1,960,000 off 2.6%
Apr. Week 4 - 1,978,600 off 1.7%

May Week 1 - 1,968,700 off 2.2%
May Week 2 - 1,989,800 off 1.1%
May Week 3 - 1,902,700 off 5.5%
May Week 4 - 1,944,100 off 3.4%

June Week 1 - 1,989,200 off 1.1%
June Week 2 - 1,933,100 off 3.9%
June Week 3 - 1,939,700 off 3.6%

San Diego AQH

2020

March - 142,700
April - 98,000
May - 109,400
June - 120,100
July - 126,000
August - 128,500 (off 10%)
Sept. - 125,000 (off 12.4%)
Oct. - 126,800 (off 11.1%)
Nov. - 129,300 (off 9.4%)
Dec. - 124,500 (off 12.8%)
Hol. - 119,700 (off 16.11%)

2021

Jan. - 114,200 (off 19.97%)
Feb. - 117,700 (off 17.5%)

Mar. - 119,900 (off 16.0%)

Apr. - 122,000 (off 14.5%)

May - 122,200 (off 14.4%)

Apr. Week 1 - 122,500 off 14.2%

Apr. Week 2 - 124,000 off 13.1%

Apr. Week 3 - 119,800 off 16.0%

Apr. Week 4 - 121,700 off 14.7%

May Week 1 - 120,400 off 15.6%

May Week 2 - 122,600 off 14.1%

May Week 3 - 122,100 off 14.4%

May Week 4 - 123,600 off 13.4%

June Week 1 - 121,300 off 15.0%

June Week 2 - 126,300 off 11.5%

June Week 3 - 123,200 off 13.7%

San Diego Cume

2020

March - 2,549,000

April - 2,133,900

May - 2,303,400

June - 2,408,600

July - 2,438,900

August - 2,418,400 (off 5.1% from March)

Sept. - 2,382,700 (off 6.5%)

Oct. - 2,398,000 (off 5.9%)

Nov. - 2,361,900 (off 7.3%)

Dec. - 2,388,500 (off 6.3%)

Hol. - 2,344,600 (off 8.0%)

2021

Jan. - 2,287,800 (off 10.2%)

Feb. - 2,302,200 (off 9.7%)

Mar. - 2,314,400 (off 9.2%)

Apr. - 2,319,500 (off 9.0%)

May - 2,329,600 (off 8.6%)

Apr. Week 1 - 2,275,600 (off 10.7%)

Apr. Week 2 - 2,354,300 (off 7.6%)

Apr. Week 3 - 2,265,200 (off 11.1%)

Apr. Week 4 - 2,382,800 (off 6.5%)

May Week 1 - 2,392,700 (off 6.1%)
May Week 2 - 2,298,900 (off 9.8%)
May Week 3 - 2,344,100 (off 8.0%)
May Week 4 - 2,282,800 (off 10.4%)

June Week 1 - 2,418,900 (off 5.1%)
June Week 2 - 2,383,500 (off 6.5%)
June Week 3 - 2,359,300 (off 7.4%)

I am going to venture a guess, given what we have been through in the last 18-months, that 100% of you can relate to this quote from JFK:

"In a time of turbulence and change, it is more true than ever that knowledge is power."
John F. Kennedy

So let's keep the knowledge train on the tracks and moving forward with this week's curated collection of resources and articles:

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

Spotify Says Majority Of U.S. Podcast Advertisers Have Moved Beyond Show-Based Buying.

Inside Radio June 30, 2021

http://www.insideradio.com/podcastnewsdaily/spotify-says-majority-of-u-s-podcast-advertisers-have-moved-beyond-show-based-buying/article_bf38faa0-d9c3-11eb-8285-b38d7a4af560.html

Sales pace slowing as dealerships run dry

Second-quarter U.S. deliveries are still expected to reach the highest level since at least 2018, but analysts anticipate declining volume in the months ahead.

Automotive News June 30, 2021

https://www.autonews.com/sales/sales-pace-slowing-dealerships-run-dry?utm_source=daily&utm_medium=email&utm_campaign=20210630&utm_content=article3-readmore

Cruise, Airlines Ad Spending Lags Behind Customer Readiness

MediaPost June 29, 2021

<https://www.mediapost.com/publications/article/364681/cruise-airlines-ad-spending-lags-behind-customer.html>

NPD: In-store shopping in big rebound as online growth slips

Chain Store Age June 21, 2021

[https://chainstoreage.com/npd-store-shopping-big-rebound-online-growth-slips?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA Store+Spaces&utm_keyword=](https://chainstoreage.com/npd-store-shopping-big-rebound-online-growth-slips?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA_Store+Spaces&utm_keyword=)

The Ultimate Quick-Start Guide To Podcast Advertising

MediaPost June 25, 2021

https://www.mediapost.com/publications/article/364565/the-ultimate-quick-start-guide-to-podcast-advertis.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122842&hashid=nPO6kNh8ToCb2_NBH4Mycg

AM/FM Best To Reach High-End Financial Services Market, Study Shows.

Inside Radio (Westwood One) June 29, 2021

http://www.insideradio.com/free/am-fm-best-to-reach-high-end-financial-services-market-study-shows/article_217972a4-d8a1-11eb-8d05-7753a5fa7c0c.html

10 Eye-Opening Email Statistics To Help Guide Your Sales Email Strategy

The Center For Sales Strategy (Shaye Smith) June 29, 2021

https://blog.thecenterforsalesstrategy.com/10-eye-opening-email-statistics-to-help-guide-your-sales-email-strategy?utm_medium=email&hsmi=137042284&hsenc=p2ANqtz-_GIByVhn54rGISwFobuIDOfS1SOKyAKw830vk72bnxqB2VKzvWNk7crJ03C2QGah29OR6L2SaMiMuzFHuMBerqTm_bfxg&utm_content=137042284&utm_source=hs_email

Your Listeners Have Many Choices

Does your product compel them to listen to yours?

RadioWorld June 24, 2021

https://www.radioworld.com/columns-and-views/promo-power/your-listeners-have-many-choices?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=984D90C6-220A-4AA9-B7D2-DA2854824946&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

Consumer sentiment rebounds in June

Chain Store Age June 25, 2021

https://chainstoreage.com/consumer-sentiment-rebounds-june?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Home Improvement Brackets Top 5

Radio Ink June 28, 2021

<https://radioink.com/2021/06/28/home-improvement-brackets-top-5/>

Americans Are Traveling Again. That's Bringing More Travel Ads To Podcasts.

Inside Radio June 28, 2021

http://www.insideradio.com/podcastnewsdaily/americans-are-traveling-again-that-s-bringing-more-travel-ads-to-podcasts/article_1ce83356-d833-11eb-ae1f-8321841984b6.html

Agency Exec: Advertising Using Traditional Media Offers 'Unique Strengths.'

Inside Radio (MediaPost) June 28, 2021

http://www.insideradio.com/free/agency-exec-advertising-using-traditional-media-offers-unique-strengths/article_c14462b6-d7e9-11eb-a978-a392d097c7c6.html

Dining, Retail, Auto Are All in Recovery Mode, According to Yelp.

Inside Radio (Yelp) June 28, 2021

http://www.insideradio.com/free/dining-retail-auto-are-all-in-recovery-mode-according-to-yelp/article_031570c2-d7ea-11eb-869f-130b71913f52.html

Be Prepared for “NO”

Radio Ink (Rick Fink) June 28, 2021

<https://radioink.com/2021/06/28/be-prepared-for-no/>

Do You Have These 3 Sales Principles?

Sales Fuel June 26, 2021

<https://salesfuel.com/do-you-have-these-sales-principles/>

6 Good Habits of Successful Salespeople

Sales Fuel June 26, 2021

<https://salesfuel.com/6-good-habits-of-successful-salespeople/>

LA Auto Show Returns With Most Diverse Range Of Vehicles And Brands At Any North American Auto Show In 2021 -

Significant Economic Impact to LA County on the Heels of California's Recent Reopening

Yahoo Finance June 24, 2021

<https://finance.yahoo.com/news/la-auto-show-returns-most-225800040.html>

Audacy Study Shows Shifting Ad Dollars To Audio Increases Return On Ad Spend

All Access June 24, 2021

<https://www.allaccess.com/net-news/archive/story/208752/audacy-study-shows-shifting-ad-dollars-to-audio-in>

Prospecting Alert: Here Are The Top 5 Growth Sectors Of The Decade.

Inside Radio June 22, 2021

http://www.insideradio.com/free/prospecting-alert-here-are-the-top-5-growth-sectors-of-the-decade/article_4ef4d86e-d328-11eb-915c-d3f4caf54e99.html

THE 7 BEST TIPS FOR REACHING THE DECISION MAKER EVERY TIME

LeadG2 June 25, 2021

<https://leadg2.thecenterforsalesstrategy.com/blog/the-7-best-tips-for-reaching-the-decision-maker-every-time>

Used-vehicle prices poised for peak in U.S. after pandemic surge

Soaring prices for second hand vehicles have helped push U.S. inflation to the highest in more than a decade.

Automotive News June 24, 2021

https://www.autonews.com/used-cars/used-vehicle-prices-poised-peak-us-after-pandemic-surge?utm_source=daily&utm_medium=email&utm_campaign=20210624&utm_content=article4-readmore

Christmas In July? Media Planners Gear Up For Biggest Holiday Season Yet.

Inside Radio June 24, 2021

http://www.insideradio.com/free/christmas-in-july-media-planners-gear-up-for-biggest-holiday-season-yet/article_9a8f88a2-d4bb-11eb-9b1f-2b506cdf299a.html

Why Post-Sale Service Matters to a B2B Salesperson's Success

The Center for Sales Strategy June 24, 2021

https://blog.thecenterforsalesstrategy.com/why-post-sale-service-matters-to-a-b2b-salespersons-success?utm_medium=email&_hsmi=135983632&_hsenc=p2ANqtz--F6T7rbvdV0rxf5enimaDJJvXp1pPIkn2o4VJTkZAli5pGZ8088mNDdugq424kcObWLVKICrCG39zIV9nNPLQ1cxJwtA&utm_content=135983632&utm_source=hs_email

Total online sales during Amazon Prime Day exceed \$11 billion; order size falls

Chain Store Age June 23, 2021

https://chainstoreage.com/total-online-sales-during-amazon-prime-day-exceed-11-billion-order-size-falls?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

RESOURCES AND ARTICLES OF INTEREST TO MANAGERS FOR PLANNING AND FORECASTING:

After A Year Of Lockdowns, Libsyn Data Points To More Mobile Listening.

Inside Radio (Libsyn) June 30, 2021

http://www.insideradio.com/podcastnewsdaily/after-a-year-of-lockdowns-libsyn-data-points-to-more-mobile-listening/article_2c54f810-d9c3-11eb-a392-fbcc1cce4b68.html

Is Anyone Really LISTENING To Radio?

Jacobs Media Strategies (Fred Jacobs) June 30, 2021

<https://jacobsmedia.com/but-are-you-really-listening-to-me/>

Improving Sales Performance - IMPACT Your Sales Process: Sales Structure

The Center for Sales Strategy, on June 30, 2021

https://blog.thecenterforsalesstrategy.com/improving-sales-performance-impact-your-sales-process-sales-structure?utm_campaign=subscriber&utm_medium=email&hsmi=137298320&hsenc=p2ANqtz-8usOqwJaQsGlcJA9W8MJvhk-6kSZOc3sUTd91bRpwEKdpJS766O2xTAvXOyXg5N2kaybNt1LZ2gqBRVUW8ClFjYv77Dg&utm_content=137298320&utm_source=hs_email

What to expect from the economy in the second half of 2021

Axios June 29, 2021

<https://www.axios.com/economy-growth-second-half-2021-jobs-pandemic-642c9e3c-547d-4519-8152-fadb82afa32e.html>

Federal judge tosses out Facebook antitrust suits, citing failure to prove social giant's monopoly power

MarketingDive June 29, 2021

https://www.marketingdive.com/news/federal-judge-tosses-out-facebook-antitrust-suits-citing-failure-to-prove/602569/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202021-06-29%20Marketing%20Dive%20Newsletter%20%5Bissue:35148%5D&utm_term=Marketing%20Dive

Facebook Critics Regroup in Bid to Reshape the Digital Behemoth

Decisions from federal judge and tense battles in Congress illustrate challenges ahead

WSJ June 30, 2021

<https://www.wsj.com/articles/big-tech-critics-regroup-in-push-to-reshape-facebook-11625052684>

Can You Make Money (with your Podcast) Without Alienating Your Audience?

Podcast Business Journal June 29, 2021

https://podcastbusinessjournal.com/can-podcasters-improve-monetization-without-alienating-audiences/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Edison Creates Template For Podcasters Looking To Survey Their Listeners.

Inside Radio (Edison Research) June 29, 2021

http://www.insideradio.com/podcastnewsdaily/edison-creates-template-for-podcasters-looking-to-survey-their-listeners/article_bff46b78-d8f6-11eb-b101-ef74779012c6.html

OTT Delivery Expansion: Good For Broadcast Media

Radio+Television Business Report June 29, 2021

<https://www.rbr.com/bizvibe-ott-bmediaa/>

What Motivates Podcast Listening? Analysis Says It's Not The Same As What Drives Radio Use.

Inside Radio (Audacy Research) June 29, 2021

http://www.insideradio.com/podcastnewsdaily/what-motivates-podcast-listening-analysis-says-it-s-not-the-same-as-what-drives-radio/article_425381f6-d8f9-11eb-ac84-1bcef129d26b.html

News on the Reboot of the Commute

All Access (Nuvooodoo) June 28, 2021

<https://www.allaccess.com/nuvoodoo/archive/33319/news-on-the-reboot-of-the-commute>

How Your Radio Station Can Take Advantage of Facebook Groups

Jacobs Media Strategies (Seth Resler) June 28, 2021

https://jacobsmedia.com/how-your-radio-station-can-take-advantage-of-facebook-groups/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=3728a39ed4-CTD_EmailOnly&utm_medium=email&utm_term=0_5007ff924d-3728a39ed4-179898762

The Truth About Change Now For Radio

Radio Ink (Loyd Ford) June 28, 2021

<https://radioink.com/2021/06/28/the-truth-about-change-now-for-radio/>

Radio Must Get Off Autopilot

Radio Ink (Lee Abrams) June 27, 2021

<https://radioink.com/2021/06/27/radio-must-get-off-autopilot/>

Podcast Paywall: Big Money For Talent, Big Loss In Listening.

Inside Radio June 25, 2021

http://www.insideradio.com/podcastnewsdaily/podcast-paywall-big-money-for-talent-big-loss-in-listening/article_c1fe8846-d5d5-11eb-a24c-9ffedf8e49e7.html

Consumers Hungry For Live Events Post-Pandemic Say They'll Cut Spending Elsewhere To Go – Study

Deadline June 24, 2021

<https://deadline.com/2021/06/live-events-uta-pandemic-movie-theaters-sports-concerts-1234780979/>

New Attribution System From AdsWizz Allows Advertisers To Look Across Devices.

Inside Radio June 23, 2021

http://www.insideradio.com/free/new-attribution-system-from-adswizz-allows-advertisers-to-look-across-devices/article_a8145a2a-d3fd-11eb-9c24-039355874631.html

Digital Ad Sales: If, Or When?

TVNewsCheck

<https://tvnewscheck.com/top-news/digital/article/digital-ad-sales-if-or-when/>

Watermarking Versus Fingerprinting

(Note: this is about audience measurement technologies)
Radio Ink (Buzz Knight) June 24, 2021

<https://radioink.com/2021/06/24/watermarking-versus-fingerprinting/>

Royalty Supporters Make Their Move; Bill Likely To Include New Carve-Outs For Small Stations.

Inside Radio June 24, 2021

http://www.insideradio.com/free/royalty-supporters-make-their-move-bill-likely-to-include-new-carve-outs-for-small-stations/article_bb3947c8-d4bb-11eb-ab8b-83cfc9091c2.html

New Legislation to Impose Sound Recording Performance Royalty on Over-the-Air Radio – What Does It Provide and What Would the Royalty Cost?

Broadcast Law Blog (David Oxenford) June 29, 2021

https://www.broadcastlawblog.com/2021/06/articles/new-legislation-to-impose-sound-recording-performance-royalty-on-over-the-air-radio-what-does-it-provide-and-what-would-the-royalty-cost/?utm_source=David+Oxenford%2C+Esq+-+Broadcast+Law+Blog&utm_campaign=30cf045816-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_550fd6c4c6-30cf045816-70422897

How The NAB Responded

Radio Ink June 24, 2021

<https://radioink.com/2021/06/24/how-the-nab-responded/>

Is A ‘Fairness’ Flop Forecast For Congress?

Radio+Television Business Report June 28, 2021

<https://www.rbr.com/is-a-fairness-flop-forecast-for-congress/>

Gauging The Effect Of Streaming On Radio Ratings

Jacobs Media Strategies (Fred Jacobs) June 24, 2021

<https://jacobsmedia.com/gauging-the-effect-of-streaming-on-radio-ratings/>

Google Changes Timeline, Won’t Kill Off Ad Cookies Until Late-2023.

Inside Radio June 24, 2021

http://www.insideradio.com/podcastnewsdaily/google-changes-timeline-won-t-kill-off-ad-cookies-until-late-2023/article_a3d554a8-d508-11eb-b01a-e34cfc9a99ec.html

FCC Looking To Eliminate A Few Ancient Rules

Radio Ink June 24, 2021

<https://radioink.com/2021/06/24/fcc-looking-to-eliminate-a-few-ancient-rules/>

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